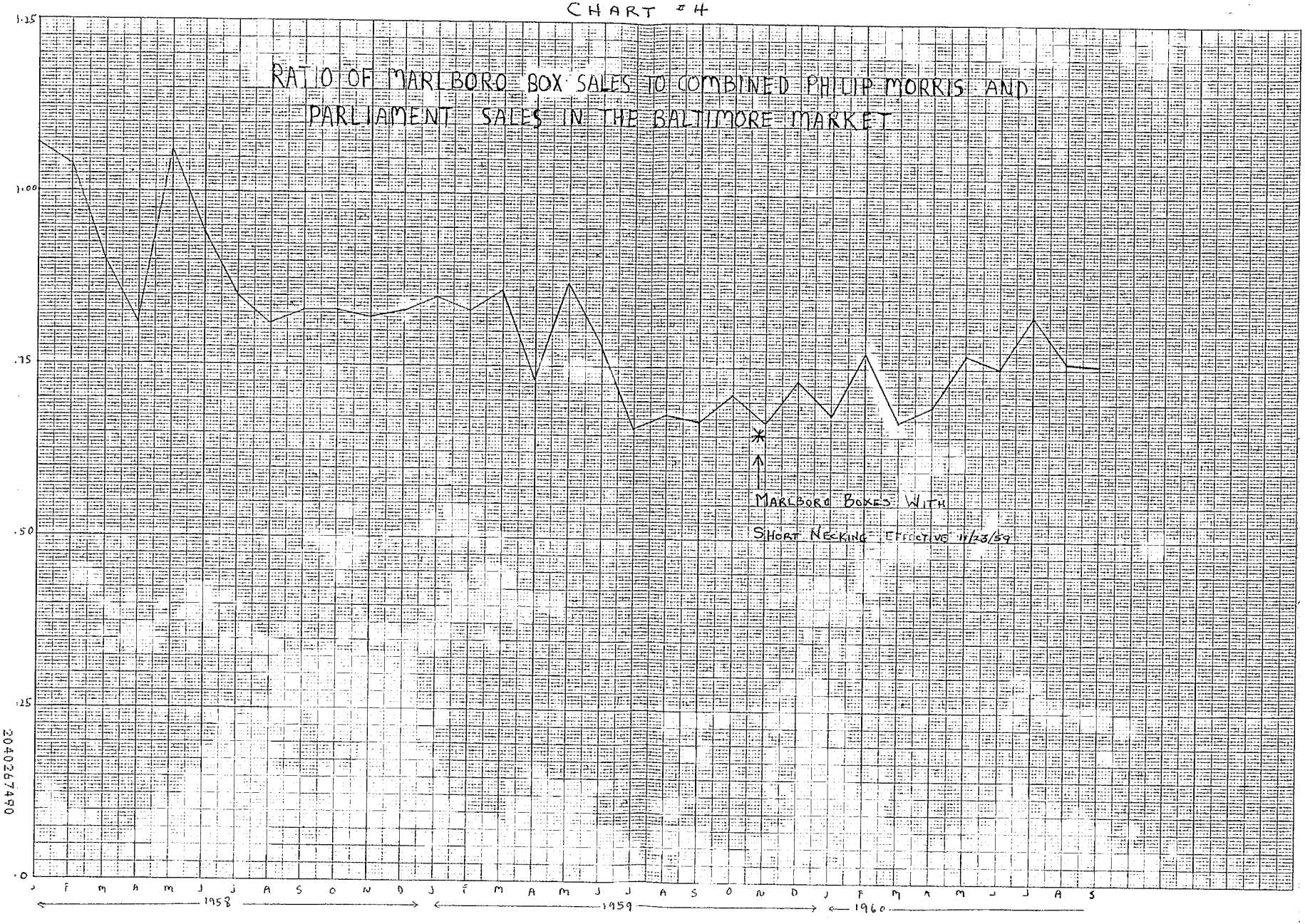
CHART #4

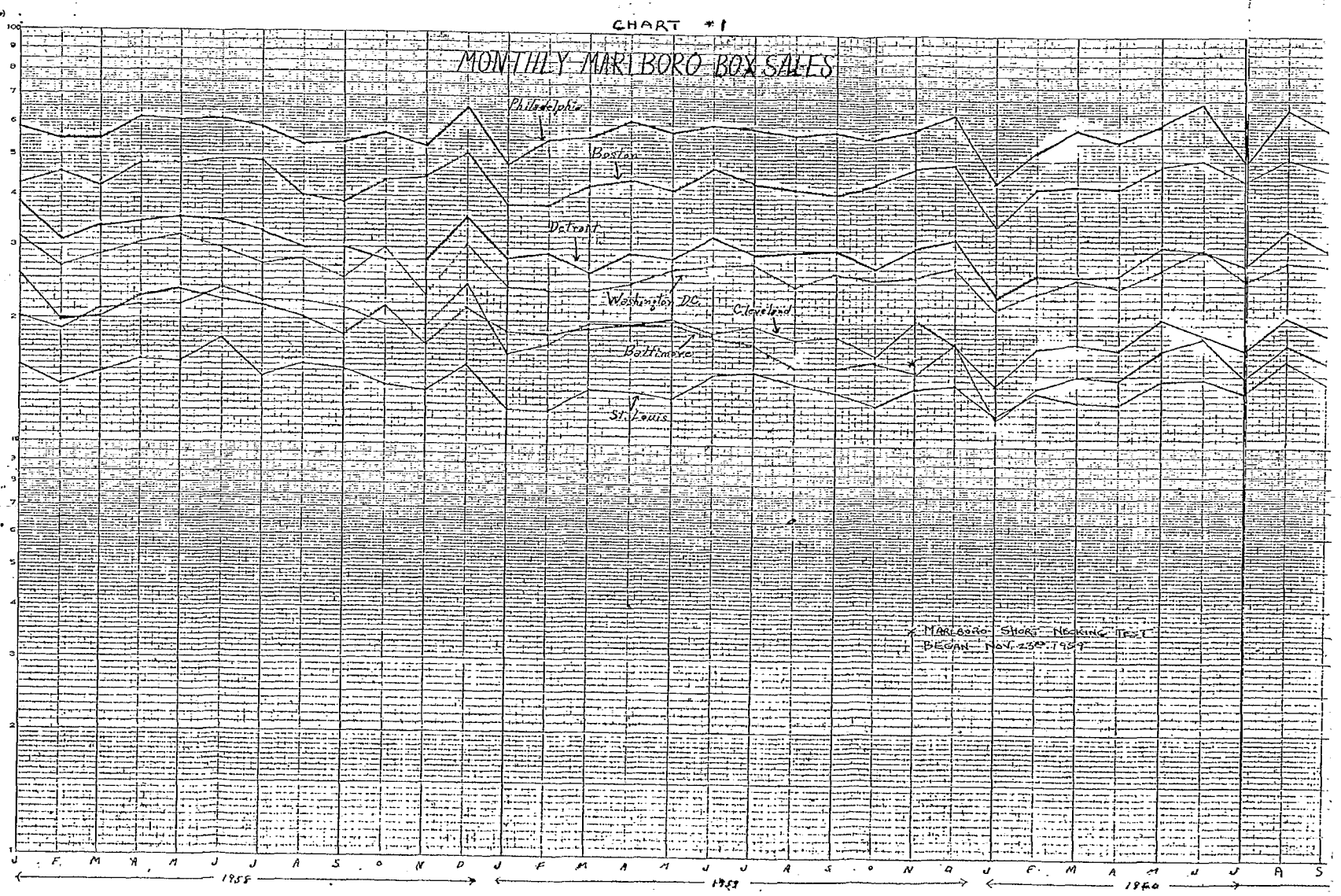

RATIO OF MARLBORO BOX SALES TO COMBINED PHILIP MORRIS AND PARLIAMENT SALES IN THE BALTIMORE MARKET
1.25
1.00
.75
.50
.25
.0
MARLBORO BOXES WITH SHORT NECKING EFFECTIVE 11/23/59
J F M A M J J A S O N D J F M A M J J A S O N D J F M A M J J A S
1958
1959
1960

EUGENE DIETZGEN CO. MADE IN U.S.A.

NO. 340-H DIETZGEN GRAPH PAPER MILLIMETER

2040267450

Source: https://www.industrydocuments.ucsf.edu/docs/kjml0000



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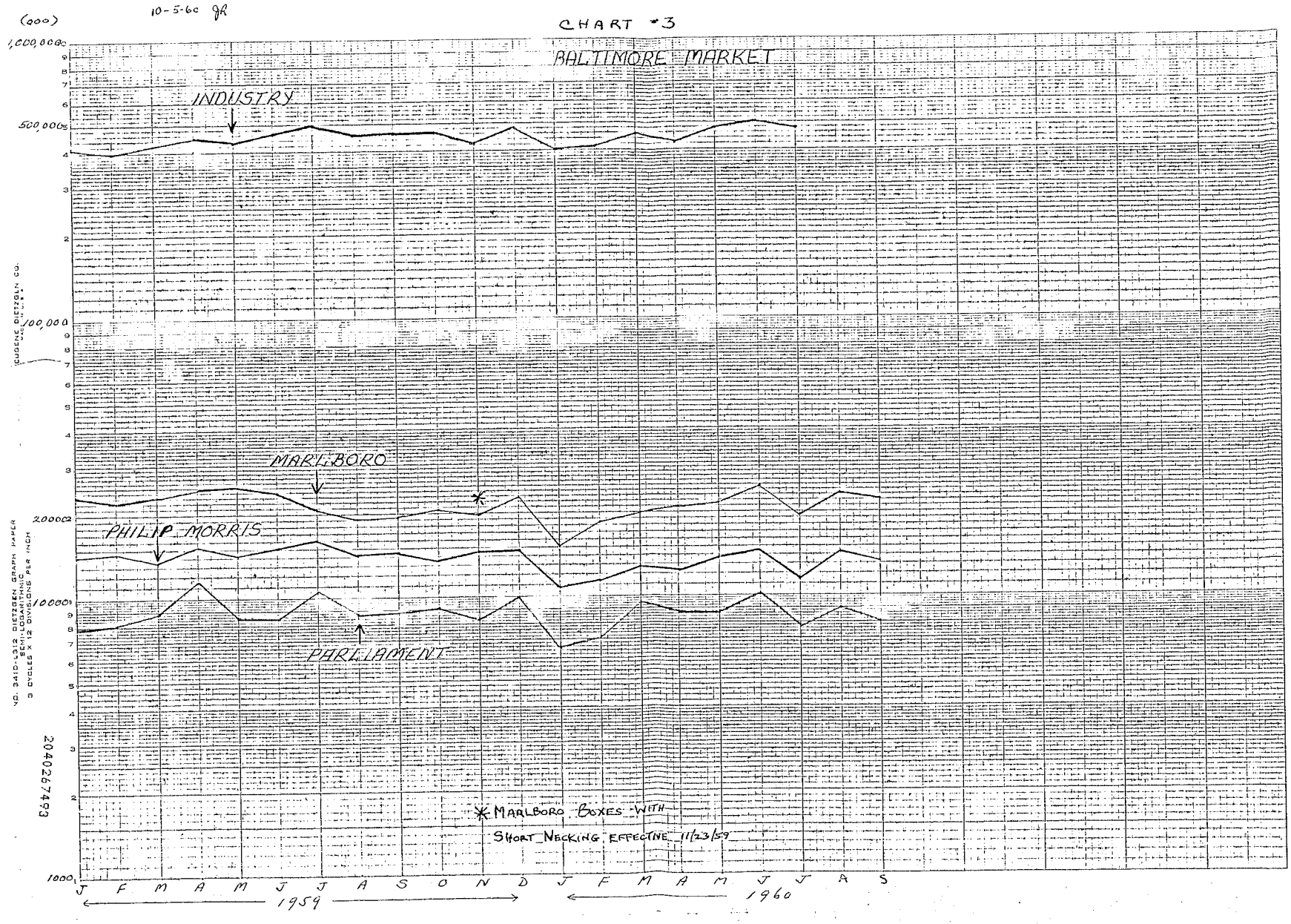

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